

FROM : OPENDATE FARM
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FROM: LAURA'S LEAN MEAT

PHONE NO. : 334 886 2259

Mar. 27, 2003 08:45PM P3

1-800-ITS-LEAN
www.laurasleanbeef.com**TALKING POINTS**

- As a producer for Laura's Lean Beef I meet and exceed strict standards for raising cattle without antibiotics and growth hormones as dictated by the Food Safety and Inspection Service (FSIS). The proposed regulations would allow commodity beef to be labeled and marketed in the same fashion without being held to the same exacting specifications as mine.
- To advertise residue testing is deceptive and will surely confuse the consumer.
- If consumers think all of these claims mean the same thing, then soon enough USDA will regulate any meticulous raising practices out of existence. That doesn't serve consumers and would hurt many producers such as myself who are willing to commit to the rigorous program that Laura's insists on in order to obtain USDA approval for its product claims. Since all producers must not exceed residue levels can't just about anyone make a "no residue" claim?
- I encourage the AMS to not water down the standard by allowing residue claims on the label.
- Consumers deserve labeling that is clear and meaningful.
- If USDA weakens the rules, a large flood "no residue" labels will reach unsuspecting consumers who believe, mistakenly, that they are buying meat that comes from cattle that are raised without antibiotics and growth hormones.

MAILING INFORMATION

For more information you may view the entire marketing/production claims proposal on the web at <http://www.ams.usda.gov/lsc/stand/0202.txt>. The deadline to send your comments to the USDA is March 31.

1. Written comments, suggestions for additional marketing claim standards, and other input may be submitted to:
Chief, Standardization Branch
Livestock and Seed Program
AMS, USDA, Room 2603-S, Stop 0254
1400 Independence Avenue, SW
Washington, DC 20250-0254
11. Comments may also be sent by fax to
(202) 720-1112, and
11. By electronic mail to:
marketingclaim@usda.gov or,
1. Filed via an on-line form through the AMS, Livestock and Seed Program, Standardization Branch
Web site at: <http://www.ams.usda.gov/lsc/stand/claimcomment.htm>

2285 Executive Drive Suite 200 Lexington, KY 40505
(859) 299-7707 Fax (859) 299-6822

I agree 100% with the above statements.
I don't agree with "watering down" the rules
that the consumers depend on. I think that
antibiotics & hormones can be dangerous to humans.
Jordan Ditt